

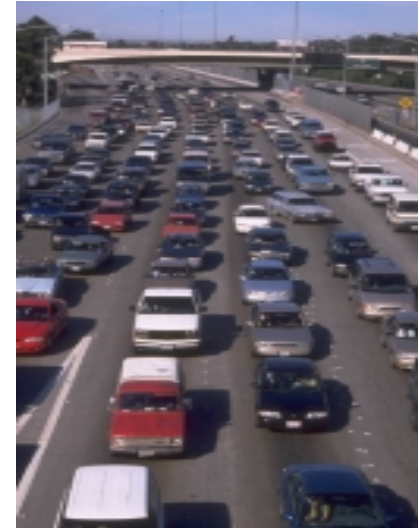
Car Talks: Implementing an EV Station Car Project

Presented by:

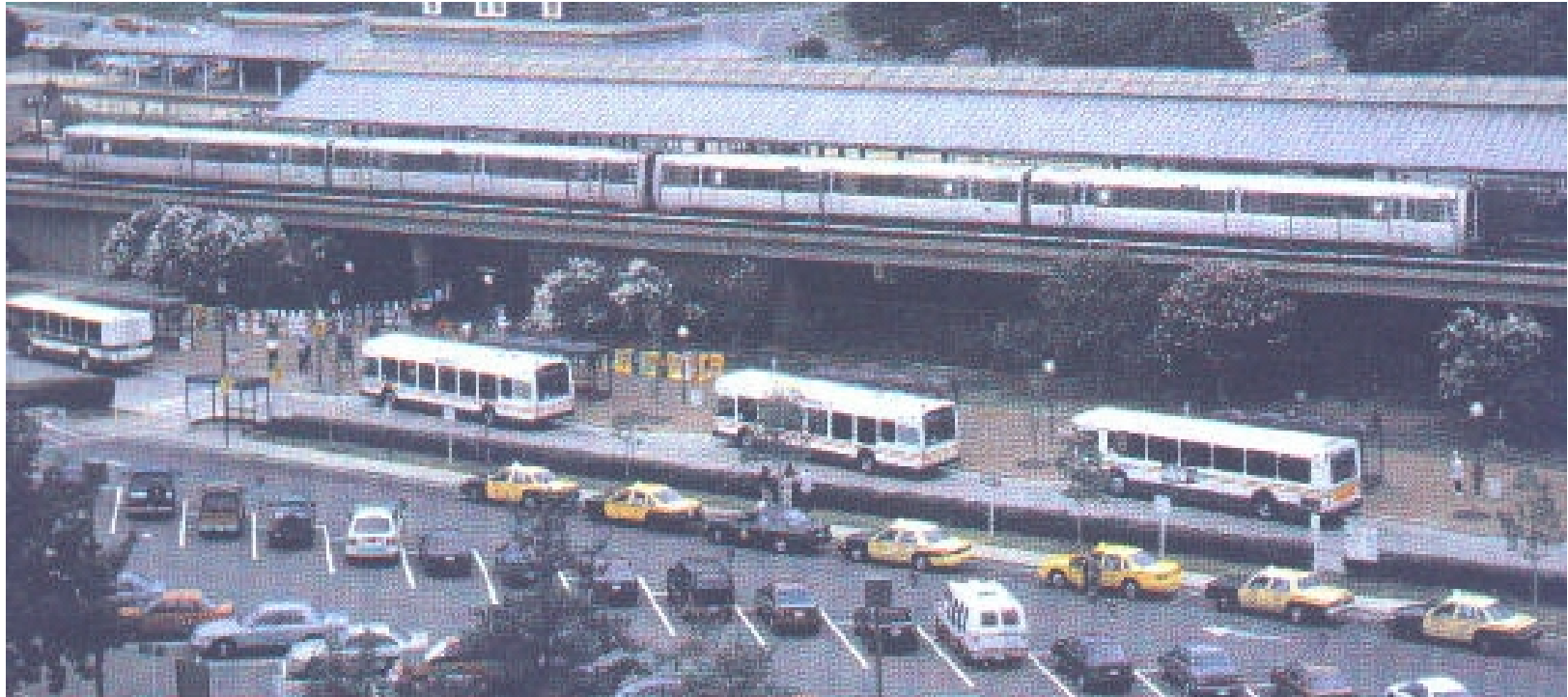
**Luis D. MacDonald
President, AutoFlex, Inc.**

At the

**7th National Clean Cities Conference
Philadelphia, Pennsylvania
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Why Implement an EV Station Car Project?



It's a commuter mobility option that offers a better way to travel between the home and workplace.

What is an EV Station Car Project?



A Train Station or a Mass-Transit Center that utilizes a fleet of zero-emission electric vehicles to serve commuters.

Benefits of EV Station Car Projects

- Electric Vehicles offer a zero-emission solution to air pollution.
- Electric Vehicles significantly reduce urban noise pollution.
- EV Station Car Projects will help reduce traffic congestion.
- EV Station Car Projects will help reduce parking congestion.
- EV Station Car Projects will reduce vehicle miles traveled (VMTs).



Current EV Station Car Projects

- Station and Shared Car Projects in Europe and Asia first began to operate electric vehicles approximately 10 years ago:
 - Mendriso, Switzerland begun in 1994 now has 355 EVs
 - Liselec, France is operating a fleet of 50 EV Station Cars.
 - Toyota's EV Crayon depot in Japan offers GPS technology
 - Nissan's Hypermini EV project utilizes ITS technology
- Station and Shared Car Projects in the United States:
 - Bay Area Rapid Transit (BART) in cooperation with Hertz
 - City of Anaheim and Disneyland EV Rental Program
 - City of Atlanta with Georgia Power and MARTA
 - New York Power Authority and MTA
 - Metropolitan Washington Council of Governments/MEA
are launching a project that leverages on an existing EV activity.

3-Step Implementation Plan:

“Make no little plan...they have no magic to stir men’s souls.”

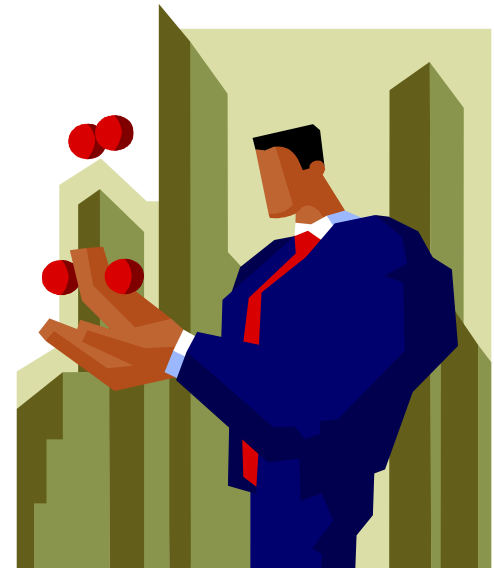
Daniel Burnham, Architect
Union Station, Washington, D.C.

- 1) **Conduct a feasibility study to identify the location(s) of the station car operation, develop a marketing strategy, and determine the available funds and resources.**
- 2) **Initiate a pilot demonstration program that will utilize the most cost-efficient approach for acquiring both electric vehicles and charging station infrastructure.**
- 3) **Prepare the business plan based on the measured success of the market study plan: the results of the electric vehicle and charging station infrastructure demonstration.**

***Equals* = The Successful Implementation of a Public-Private Partnership!**

Recommended Marketing Ideas:

- Distribute Information Brochures
- Prepare an EV Station Car Video
- Focus Group Sessions
- Outreach to Trend-Setting Community
- Introduce an Attractive New Mobility Service
- Press Releases – Gain Media Interest



Recommended Technologies:

- Global Positioning Satellites
 - Locate EVs
 - Track EV Charge
- Intelligent Transportation Systems
 - Electronics for EV Access
by multiple users/drivers
- Internet based Reservations and Mobility System.



Cost-Benefit Considerations:



- Savings based on a Multi-User Commuter System
- Shared Cost of Leasing, Insurance, Taxes and Tags
- Factor Incentive, Rebate and Tax Credit Benefits
- Reduced Costs for EV Maintenance and Charging
- Land Use Savings from Transit Oriented Queue-Parking

For Additional Information:

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